IN THE CLAIMS

1. (currently amended) An image processing apparatus, comprising:

an extraction unit operable to extract digital image data of a selected program;

an acquisition unit operable to acquire video encoding parameters associated with the extracted digital image data of the selected program, the video encoding parameters including a color initial value, and to decode the extracted digital image data into decoded image signals including a luminance signal and color difference signals;

a setting unit operable to set at least one image signal processing parameter in accordance with the video encoding parameters, the at least one image signal processing parameter including a parameter corresponding to the color initial value; and

a processing unit operable to process the decoded image signals that include the luminance signal and the color difference signals into processed image signals that include RGB signals, the at least one image signal processing parameter that includes the parameter corresponding to the color initial value being used to control the processing of the decoded image signals and thereby control image quality of the selected program.

2. (previously presented) The image processing apparatus according to claim 1, wherein:

said extraction unit extracts the digital image data of the selected program from a transport stream; and

said acquisition unit acquires the video encoding parameters from service information included in the transport stream.

3. (previously presented) The image processing apparatus according to claim 1, further comprising a storage

device operable to store the at least one image signal processing parameter and to supply the setting unit with the at least one image signal processing parameter in accordance with the video encoding parameters.

4. (previously presented) The image processing apparatus according to claim 1, further comprising a changing unit operable to change the at least one image signal processing parameter on the basis of an input from a user.

5. (cancelled)

6. (previously presented) The image processing apparatus according to claim 1, further comprising a display operable to display the processed image signals.

7. (previously presented) The image processing apparatus according to claim 6, wherein the display of the processed image signals is adjusted in accordance with the video encoding parameters.

8. (currently amended) An image processing method, comprising:

extracting digital image data of a selected program;

acquiring video encoding parameters associated with the extracted digital image data of the selected program, the video encoding parameters including a color initial value;

decoding the extracted image data into decoded image signals including a luminance signal and color difference signals;

setting at least one image signal processing parameter in accordance with the video encoding parameters, the at least one image signal processing parameter including a parameter corresponding to the color initial value; and

processing the decoded image signals that include the luminance signal and the color difference signals into processed image signals that include RGB signals, the at least one image signal processing parameter that includes the parameter

corresponding to the color initial value being used to control the processing of the decoded image signals and thereby control image quality of the selected program.

9. (previously presented) The image processing method according to claim 8, wherein:

said extracting step extracts the digital image data of the selected program from a transport stream; and

said acquiring step acquires the video encoding parameters from service information included in the transport stream.

10. (previously presented) The image processing method according to claim 8, further comprising storing the at least one image signal processing parameter and supplying the at least one image signal processing parameter in accordance with the video encoding parameters.

11. (previously presented) The image processing method according to claim 8, further comprising changing the at least one image signal processing parameter on the basis of an input from a user.

12. (cancelled)

13. (previously presented) The image processing method according to claim 8, further comprising displaying the processed image signals.

14. (previously presented) The image processing method according to claim 13, wherein said displaying step includes adjusting the processed image signals in accordance with the video encoding parameters.

15. (currently amended) A recording medium recorded with a computer readable program for carrying out an image processing method, said method comprising:

extracting digital image data of a selected program;

acquiring video encoding parameters associated with the extracted digital image data of the selected program, the video encoding parameters including a color initial value;

decoding the extracted image data into decoded image signals including a luminance signal and color difference signals;

setting at least one image signal processing parameter in accordance with the video encoding parameters, the at least one image signal processing parameter including a parameter corresponding to the color initial value; and

processing the decoded image signals that include the luminance signal and the color difference signals into processed image signals that include RGB signals, the at least one image signal processing parameter that includes the parameter corresponding to the color initial value being used to control the processing of the decoded image signals and thereby control image quality of the selected program.

16. (currently amended) The image processing apparatus according to claim 1, wherein the video encoding parameters ~~are~~ further include parameters selected from the group consisting of profile/level designation, number of horizontal pixels, number of vertical lines, aspect ratio, bit rate, frame rate, ~~color initial value,~~ conversion characteristic, matrix coefficient, and repeat first flag.

17. (currently amended) The image processing apparatus according to claim 1, wherein said setting unit is operable to set a further ~~the at least one~~ image signal processing parameter to control at least one display setting selected from the group consisting of noise reduction, beam velocity modulation, and gamma correction.

18. (previously presented) The image processing apparatus according to claim 4, wherein said storage device is operable to store the changed image signal processing parameter.

19. (currently amended) The image processing method according to claim 8, wherein the video encoding parameters further include parameters selected from the group consisting of profile/level designation, number of horizontal pixels, number of vertical lines, aspect ratio, bit rate, frame rate, ~~color initial value,~~ conversion characteristic, matrix coefficient, and repeat first flag.

20. (currently amended) The image processing method according to claim 8, wherein said setting step sets a further ~~the at least one~~ image signal processing parameter to control at least one display setting selected from the group consisting of noise reduction, beam velocity modulation, and gamma correction.

21. (previously presented) The image processing method according to claim 11, further comprising storing the changed image signal processing parameter.

22. (currently amended) The recording medium according to claim 15, wherein the video encoding parameters ~~are~~ further include parameters selected from the group consisting of profile/level designation, number of horizontal pixels, number of vertical lines, aspect ratio, bit rate, frame rate, ~~color initial value,~~ conversion characteristic, matrix coefficient, and repeat first flag.

23. (currently amended) The recording medium according to claim 15, wherein said setting step sets a further ~~the at least one~~ image signal processing parameter to control at least one display setting selected from the group consisting of noise reduction, beam velocity modulation, and gamma correction.